

the ACTION reporter

ACTION, Inc. is the national, private organization for the creation and maintenance of a good environment in our nation's cities

Volume IV, Number 4

February-March, 1960

Group Correspondent Program Expands

ACTION is launching a campaign to greatly expand its two-way partnership with local groups via its Group Correspondent Program.

Some 1,300 organizations in 300 cities are now represented in the program and have designated one person to serve as Group Correspondent for ACTION. It is hoped that some 700 additional groups can be brought into the information-exchange program.

Assisting local organizations to carry out programs for good cities is a principal ACTION goal. Additional emphasis will be given to the Group Correspondent program this year, under the direction of

Arthur E. Rosfeld as director of educational activities for ACTION, assisted by Mrs. Frances Reis. Mr. Rosfeld is replacing Leo Molinsky, well-known to many readers of the ACTION Reporter, who is now executive director of the West Philadelphia Corporation.

The job of the Group Correspondent is to keep ACTION informed on activities in his group and community. For its part, ACTION provides: up to 15 copies of the ACTION Reporter, periodic bonus mailings of pertinent materials, advance information on what groups are doing, special "how-to-do-it" briefs and pamphlets, and access to its clearing-house and reference files.

A special introductory brochure (with the Group Correspondent symbol) is being used to promote the program. It specifies that a group is qualified to participate if it is interested in good housing, efficient urban transportation, vigorous centers of commerce and culture, and adequate financing for improvement.

Also clarified in the brochure: participation in the ACTION Group Correspondent Program does not constitute any official affiliation between the group and ACTION. Nor does participation constitute endorsement of the other's policy. For more information, write to ACTION, 2 West 46th Street, New York 36.



BOSTON—ACTION's April 14th case-study city on adequate financing of public and private improvements.

7 New ACTION Directors

Seven more prominent Americans were elected to membership on ACTION's board of directors at the January 27th ACTION meeting in Pittsburgh, bringing board membership up to 81.

New members are: Amory H. Bradford, vice president and business manager of *The New York Times*, and president of the Regional Plan Association; James Whitney Cook, vice president for public relations of American Telephone and Telegraph; Harry Held, senior vice president of the Bowers Savings Bank in New York; John H. Havens, president of Havens Realtors, Inc., and chairman of the Build America Better Committee of the National Association of Real Estate Boards; Mayor Richard C. Lee of New Haven, Conn.; Frank E. McKinney, chairman of American Fletcher National Bank and Trust Company, Indianapolis, and president of the Indianapolis Civic Progress Assn.; and Erskine N. White, president of New England Telephone and Telegraph Company, and a member of the Greater Boston Economic Study Committee.

ACTION Conference on Sound Financing of Improvements Set For April in Boston

ACTION on April 14th will train its sights on the dollars and cents of city life and explore the ways in which economics shape the city's physical future.

"Adequate Financing for Private and Public Improvements" will be the focus on the all-day meeting and Boston, Mass., will serve as site and subject matter.

Previous case-history cities for meetings on ACTION's four major aims for all cities have been: New York, for vigorous centers of commerce and culture, and Pittsburgh, for good housing in good neighborhoods. (See pages two and three for a report on the Pittsburgh meeting.)

Acting as co-sponsor of the Boston meeting will be the Greater Boston Economic Study Committee (GBESC) which was formed in 1953 to prepare an economic "profile" on Metropolitan Boston projected to 1970 and to study and make recommendations on urgent problems of economic and financial policy for the city.

One City's Approach

The April meeting will bring together businessmen and civic leaders who will be shown Boston's approach to achieving sound financing for a better city.

Boston's financial underpinnings will not be offered as a microcosm of the American city. Instead, emphasis will be placed on Boston's realization that economic factors must be taken into account in establishing realistic programs of city improvement.

The findings of the GBESC will be presented at a morning session, followed by a program of the Committee for Economic Development including a "model" basic economic study.

neighborhood renewal council is being launched in the Homewood-Brookline area. These projects are being carried on in cooperation with official city and county urban renewal agencies. Said Mayor Joseph M. Barr: "We have built a wonderful team here of government, civic agencies, labor organizations and citizens." ACTION president James W. Rouse, turning up at the final session, urged those assembled to "pick up the torch" used in Pittsburgh and to work to improve their own cities.

Dr. Charles B. Nutting, president of ACTION-Housing Inc. announced that he is leaving Pittsburgh to become Dean of the George Washington Law School. His successor, Thomas A. Van Tries, vice president of the Bell Telephone Company of Pennsylvania (Western area).

Conferences were taken on a bus tour of the city during the morning hours. The contrast of the old and worn against the rehabilitated and the new proved the value of urban renewal on the esthetic and human planes. If proof of financial good accruing from urban renewal was needed, Governor David L. Lawrence supplied it when he reported: "Because of the heavy reliance upon private investment, the rebuilding of Pittsburgh has so far cost each citizen of Pittsburgh about one dollar and forty cents per year. And as a result of this investment, the City now taxes \$175 million in new property values."

ACTION has complete texts of talks delivered in Pittsburgh by Roy W. Johnson, ACTION board chairman, on "The Day Khrushchev Came To Town," and by Andrew Heiskell, ACTION executive committee chairman, on "The National Dimension."

Reading for renewal

The Downtown-Lower Manhattan Association, Inc., last month sent on to the Governors of New York and New Jersey a report outlining a project for developing a World Trade Center in the heart of the port district. Architectural concepts of the physical form such a project might assume are included, along with facts and statistics backing up the association's contention that such a Center is necessary and feasible, plus recommendations for further studies that could provide the foundation for the project.

The association's plans for revitalizing New York City's downtown area were featured at ACTION's meeting on the creation of vigorous centers of commerce and culture last Fall.

(A limited supply is available. For a free copy, write to Mr. Warren T. Lindquist, executive vice president, Downtown-Lower Manhattan Association, 57 William Street, New York 5.)

The February issue of *Architectural Forum* tells the story of how political reform in a small (pop. 21,000) Michigan town paved the way for "boot-strap" renewal. Mount Clemens now has, among other things, a new city hall under construction and new, attractive public housing which, the article reports, is inspiring private remodeling and building in its neighborhood.

How twenty Southern garden clubs turned "blight into beauty" in their communities is told in a brochure which intro-

duces H-A-N-D-S, a new Home and Neighborhood Development Sponsors program of Southern Garden Clubs and the Sears-Roebuck Foundation.

The efforts of clubs in Raleigh and Columbia are studied in depth and the work of other clubs is brought out in a section titled "Some Tested Techniques."

(A limited supply available. Write to Harry N. Osgood, director of urban programs, Executive Offices, Sears, Roebuck and Co., Chicago 7.)

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published by

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